

LEO BURNETT U.S.A.

© 1987 LEO BURNETT U.S.A.

Ad No. 115-HERMAN - Rev. No. 10120 - Page 1 of 1 - 4 columns - Standard Supplemental, 1987

Printed in U.S.A.

SUDDENLY...  
A NEW CIGARETTE  
THAT COOLS  
WITHOUT MENTHOL.

No cigarette cools like Northwind.  
Northwind's exclusive  
Chill Blend™ has no menthol.  
Yet it gives you an all-new  
cool and refreshing sensation.  
New Northwind...it cools  
like no menthol can.



KINGS & MG TAP, 100'S 9 MG TAB.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 9 mg "tar," 0.6 mg nicotine—100's: 8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC Method.

© Philip Morris Inc. 1987



2061191470